



The Relationship of Culture-Based Primary Service with Patient Satisfaction in the Inpatient Room of Hospital X in Pontianak

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Abstract:

The aim of this research is to analyze the relationship between culture-based excellent service and patient satisfaction in the inpatient room at Hospital X in Pontianak. The research uses quantitative descriptive methods with a cross-sectional study approach. The total sample is 86 respondents, the measuring instrument is a questionnaire of excellent service and customer satisfaction which was created by the author himself with validation results of calculated r values ranging from 0.40 to 0.887 and reliability of 0.944 and 0.956. The research results showed that almost all of the respondents said it was very good, 68 people or (79.07%), the level of patient satisfaction, the majority of respondents said it was very satisfied, 63 people or (73.26%), the results of the analysis of excellent service relationships based on Culture and patient satisfaction with the Spearman Rank obtained a SIG value = 0.000 ($\text{Sig} < 0.05$), so it can be concluded that there is a very significant relationship between excellent service and patient satisfaction in the Inpatient Room at Hospital X in Pontianak. It is hoped that the results of this research can be used to improve excellent nursing service because of the importance of excellent nursing service in increasing the satisfaction of inpatients at Hospital X in Pontianak.

Keywords: Culture-Based Primary Service, Inpatient Room, Patient Satisfaction

1. INTRODUCTION

Excellent health services have become a priority demand in society today. As the need for healthy living in society increases, good quality health services are needed. This emphasizes that health service providers such as hospitals must improve the quality of their services and be able to fulfill the desires or needs of patients, thereby creating a sense of satisfaction for the patients they serve (Yunike et al., 2023). Nursing services have an important role in the satisfaction received by patients. One form of comprehensive nursing service is fulfilling the patient's basic needs so that the patient can fulfill their basic needs independently so that the patient's health status can improve (Renghea et al., 2022). Prima Service was only adopted in health circles for the first time in the United States in 2002 (Guglielmetti et al., 2020). Then it began to be implemented in other countries, one of which was in a laboratory in India (Karthiyayini, 2021). In the Southeast Asia region, one of the applications of excellent service in the health environment is Singapore. Singapore is one of

the countries with the best level of health service effectiveness (Wirtz, 2019). In Indonesia itself, the implementation of Excellent Service in hospitals is still in the process of being tested and no one has actually used this method in its entirety.

A hospital is a health service that provides inpatient, outpatient and emergency services (Pratiwi et al., 2023). In hospital services, there are various fields that take part in the service, one of which is nursing (Rusviani et al., 2022). One of the factors determining the level of patient satisfaction is quality nursing services. The better the nursing services provided, the more patient satisfaction will increase (Taswidi, 2022). Hospitals will always innovate to increase the level of patient satisfaction with various efforts carried out, including by implementing excellent service. Excellent service is a service method that aims to fulfill patient expectations and needs by providing the best service (Rina, 2021). Meanwhile, patient satisfaction is the level of patient satisfaction after comparing the results or perceived reality compared to the patient's expectations (Afriani et al., 2023).

Patient satisfaction in hospitals is influenced by many things, including the availability of complete medical equipment, strategically located buildings, good hospital equipment, provision of facilities and infrastructure for services. Patients hope that health workers can provide good service, such as being friendly, polite and speaking softly (Khattak et al., 2023).

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A preliminary study conducted by the author on October 19 2022 using the interview method, found that the results of interviews with 10 patients being treated in the Markus room at Antonius Hospital, there were 5 patients who said that nursing services were still not good, such as nurse communication that was not friendly and seemed angry. as well as a lack of skills in carrying out nursing actions such as appearing hesitant, making patients feel unsafe. Clarification has been carried out to the object providing the service and the reason was explained because the patient was too talkative and kept asking the same thing even though the explanation had been given several times so that it provoked the emotions of the service provider to speak rather loudly so that it seemed angry and related to lack of skill, it was explained that the employee was new. and does not have work experience in the field so the employee is a little hesitant when taking action. Meanwhile, clarification to those who directly control the object, in this case, namely the head of the room, explained that nurses should not answer patients or families in a harsh tone because it is not in accordance with the culture that the hospital implements, namely friendly, smiling, polite and enthusiastic and that there are indeed nursing staff. New workers who do not have the necessary experience in providing nursing care still need the guidance of senior nurses.

Data from the nursing survey team in the inpatient room at Hospital There were 17 physical complaints, one of which was the room/toilet being less clean and less comfortable, attitude (responsiveness) 10 complaints, one of which was a long response in responding to complaints or patient needs, reliability,

1 complaint regarding the staff's hesitation in taking action, guarantees and Empathy 7 complaints include unclear nurse communication, unfriendly and rude tone of voice (T. Nursing survey R. Antonius, 2022). The aim of this research is to analyze the relationship between culture-based excellent service and patient satisfaction in the inpatient room at Hospital X in Pontianak.

Therefore, this study will be conducted with the title "The Relationship of Culture-Based Primary Service with Patient Satisfaction in the Inpatient Room of Hospital X In Pontianak"

2. MATERIAL AND METHOD

This research is a descriptive analysis research using a quantitative approach. The design used in this research is a cross-sectional study. The population in this study were all patients hospitalized at Hospital X in Pontianak in July 2023, with a total population of 609 patients. The total sample was 86 people. The inclusion criteria in this research proposal include; Willing to be a research respondent, Patients who are conscious and able to communicate well, Patients who have been treated for 2 (two) days or more. This research will be carried out at Hospital 118/KEPK/IKI/VII/2023. The patient's family accompanying the patient. Univariate analysis in this study is frequency distribution, bivariate analysis in this study uses the Spearman's Rank correlation test analysis technique.

3. RESULT AND DISCUSSION

3.1 Univariate Results

Table 1. Frequency Distribution of Excellent Service for Inpatients at Hospital X in Pontianak in 2023

Category	Frequency (n)	(%)
Very good	68	79,07
Good	14	16,28
Quite good	4	4,65
Less good	0	0,00
Not good	0	0,00
Total	86	100 %

Based on table 1, it shows the results of research conducted that in terms of the excellent service

provided by nurses, almost all of the respondents said it was very good, 68 people or (79.07%).

Table 2. Frequency Distribution of Satisfaction Levels of Inpatients at Home X in Pontianak in 2023

Category	Total	Percentage
Very satisfied	63	73,26 %
Satisfied	19	22,09 %
Quite satisfied	4	4,65 %
Less satisfied	0	0,00 %
Not satisfied	0	0,00 %
Total	86	100 %

Based on table 2, it shows the results of the research conducted that regarding the level of satisfaction of hospitalized patients, the majority of respondents said they were very satisfied, 63 people or (73.26%).

3.2 Bivariat Result

Table 3. Spearman's Rank Correlation between Excellent Service and Inpatient Satisfaction at Hospital X in Pontianak in 2023

Spearman's Rho			
Prime service	Correlation Coefficient	1,000	,800**
	Sig. (2-tailed)	.	,000
	N	86	86
Prime Satisfaction	Correlation Coefficient	,800**	1,000
	Sig. (2-tailed)	,000	.
	N	86	86

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the Spearman rank correlation calculation, the Spearman Significance (SIG) value is 0.000. Because the SIG value = $0.000 < 0.05$, H_0 is rejected and it can be concluded that there is a relationship between excellent service and patient satisfaction in the Inpatient Room at Hospital X in Pontianak. While the level of relationship between excellent service and patient satisfaction is 0.80, it can be concluded that there is a very strong level of relationship between excellent service and patient satisfaction.

1. Excellent Service Provided by Nurses to Inpatients at Hospital X in Pontianak

Based on research conducted on inpatients in the inpatient ward at General Hospital Pontianak is very good, and as many as 14 respondents or 16.28% rate the Excellent Service at hospital x in Pontianak as good, while as many as 4 respondents or 4.65% assess the Excellent Service at hospital x in Pontianak as quite good.

The results of this research are in line with the results of research conducted by Barus in 2023 in Medan entitled the relationship between excellent nurse service and the level of satisfaction of inpatients at Santa Elisabeth Hospital in Medan using analytical research methods with a cross sectional approach, showing that the research results showed that almost all of the respondents who said the service was excellent, 76 people (92.7%). According to (Priya & Laxmi, 2021) explain that Excellent Service is excellent service and exceeds customer expectations.

2. Patient satisfaction with nursing services in the inpatient room at Hospital X in Pontianak

Based on research conducted on inpatients in the inpatient ward at Hospital Inpatient room at Hospital in the inpatient room at Hospital X in Pontianak.

Analysis of the Relationship between Hand Washing Behavior with Soap and the Incidence of Typhoid Fever in Children Aged 5-12 Years in RW 01 Cikembar Village, Cikembar District, Sukabumi Regency

The results of this research are in line with the results of research conducted by Barus in 2023 in Medan entitled the relationship between excellent nurse service and the level of satisfaction of inpatients at Santa Elisabeth Hospital in Medan using analytical research methods with a cross sectional approach, showing that the research results showed that almost all of the respondents said the level of satisfaction was very satisfied as many as 77 people (93.9%), According to (Kalaja et al., 2023), Satisfaction is a form of response or emotional response, and describes these emotions into values, starting from feeling bad to good feelings, and states that emotions and satisfaction are a form of evaluation.

3. The Relationship between Culture-Based Excellent Service and Patient Satisfaction in the Inpatient Room at Hospital X in Pontianak

Based on research conducted on inpatients in the inpatient ward at Hospital Because the SIG value = $0.000 < 0.05$, the hypothesis that the author proposed in Chapter 3, namely H_0 , is rejected if ρ value/significance $< \alpha$ with $\alpha = 0.05$, meaning there is a relationship between excellent service and patient satisfaction in the Inpatient Room of Hospital x in Pontianak. While the level of relationship between excellent service and patient satisfaction is 0.80, it can be concluded that there is a very strong level of relationship between excellent service and patient satisfaction.

The results of this research are in accordance with the results of research conducted by Barus in 2023 in Medan entitled the relationship between excellent nurse service and the level of satisfaction of inpatients at Santa Elisabeth Hospital in Medan using analytical research methods with a cross sectional approach, showing that the research results show that there is a relationship There is a significant relationship

between excellent service and the level of satisfaction of inpatients at Santa Elisabeth Hospital, Medan (Barus et al., 2023). Patient satisfaction can be increased with a service method strategy called the excellent service method which has the aim of providing excellent service, excellent service, pleasant service, and service that exceeds customer expectations (Ferreira et al., 2023).

4. CONCLUSION

The excellent service available at Hospital There were 63 people in the very satisfied category or (73.26%). Based on the results of the Spearman Rank correlation calculation, it can be concluded that there is a very strong level of relationship between excellent service and patient satisfaction and the excellent service provided by Santo Antonius Pontianak General Hospital has a positive relationship towards patient satisfaction, which means the better the excellent service. provided, the higher the level of patient satisfaction

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